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# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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## **Delmarva Power Preparing to Introduce Energy Wise Rewards Program**

**NEWARK, DE.** – Beginning April, 2013 in Delaware (currently available in Maryland), Delmarva Power invites its customers to save energy, save money, and go greener. It all can be done through Energy Wise Rewards.

Energy Wise Rewards is a tool for customers to take more control over energy usage, save money on energy costs, and take a big step towards a more sustainable lifestyle. Delmarva Power's goal is to empower customers to become household or business energy efficiency manager.

Demand for electricity is rapidly rising. During the "peak demand" times of summer, Energy Wise Rewards works to reduce electricity usage by "cycling" central air conditioners throughout the region, averting power outages, and helping to reduce the need for costly, new electrical infrastructure.

There are no hidden costs or fees, and the program is completely voluntary. Because customer participation is so important, Delmarva Power is offering this critical program at no charge, complete with valuable incentives. Joining is a choice that not only benefits customers directly, but benefits their communities and environment as well.

Upon enrollment (starting in April 2013), customers can choose their participation level and energy-saving device. They'll receive a one-time installation credit, Monthly Reward Bill Credit, and their choice of Energy-Saving Devices at no charge!

For more information log on to: <https://energywiserewards.delmarva.com/> and check out the program's quick introductory video.

*About Delmarva Power: Delmarva Power, a public utility owned by Pepco Holdings, Inc. (NYSE: POM), provides safe and reliable energy to more than 500,000 electric delivery customers in Delaware and Maryland and over 122,000 natural gas delivery customers in northern Delaware.*

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